

**LEMON GROVE CITY COUNCIL
AGENDA ITEM SUMMARY**

Item No. 2
Mtg. Date August 1, 2017
Dept. City Manager's Office

Item Title: [City of Lemon Grove 40th Anniversary Celebration Plans]

Staff Contact: [Miranda Evans, Management Analyst]

Recommendation:

Staff recommends that the City Council receives the presentation and begins the celebration of the City's 40th anniversary.

Item Summary:

July 1, 2017 marked the City of Lemon Grove's 40th anniversary of "cityhood" since the July 1, 1977 incorporation date. City staff has prepared a series of low or no-cost activities to commemorate, inform and engage Lemon Grove residents about this milestone. From August 1, 2017 - June 30, 2018, staff is recommending that the following activities occur:

- August 1, 2017 Celebratory Kick-Off at the City Council meeting with special guests and lemon cake;
- One "Lemon Grove Minute" video will be shared at 40 City Council meetings;
- The City's rebranded newsletter, *The Zest*, will launch on August 1st and will subsequently be published on the first day of each month;
- A History Hunt will take place in partnership with the Lemon Grove Historical Society at historical landmarks around town;
- A Local Lemon Rush is planned for residents to find 40 hidden lemons around town and claim prizes;
- 40 #ThrowbackThursday posts will be shared on social media (Instagram, Facebook and Twitter) featuring vintage photos;
- The Lemon Grove Acts of Kindness Campaign will launch on August 1 and will encourage kindness and community engagement; and
- The 20th Annual Bonfire will feature expanded hours and entertainment (as funds allow).

The activities listed above will be explained in detail in staff's presentation.

Fiscal Impact:

[No general fund dollars are allocated towards the celebration of the City's 40th anniversary. All ideas presented above are low or no-cost staff initiated activities. Sponsorship dollars may be utilized as funds are available; however, these funds are primarily earmarked for Summer Concerts and Movies in the Park and the annual bonfire. To-date, nearly \$30,000 in sponsorship funds have been raised.]

Environmental Review:

☒ Not subject to review

☐ Categorical Exemption, Section []

☐ Negative Declaration

☐ Mitigated Negative Declaration

Public Information:

☐ None

☒ Newsletter article

☐ Notice to property owners within 500 ft.

☒ Social Media and City Website

☐ Neighborhood meeting

Attachments:

None

